



ROUND 2 FACTSHEET

The Small Business Assistance Fund (SBAF) is a new financing program created in partnership with the City of New Orleans and NewCorp, Inc. (NewCorp), to support the growth of new and existing businesses. By providing access to capital, SBAF will encourage small business inclusion and job creation.

SBAF is partially funded by the City of New Orleans Economic Development Fund.

ROUND 2 SUMMARY

Applications	Quantity	Amount Requested	Amount Approved	New Jobs
Approved	16*	\$1,234,700	\$791,800	66
Ineligible/Denied	34	\$891,000		
Total	50	\$2,126,500		

SBAF by Council District	A	B	C	D	E
	2	5	3	4	1

AWARDEES

Business: All Professional Tax Service

Owner: Angelique Morris-Francois

Number: 504-875-3340

Email: allprotaxservice@gmail.com

Address: 1416 Simon Bolivar Ave, New Orleans, LA 70113

Council District: B

SBAF Loan Amount: \$48,000

Industry: Professional Service-Tax Preparation

DBE: No

Start-up: No

Overview: Ms. Angelique Morris-Francois has been a tax preparer since 2008; operating as an employee of Fast Tax and Joe Blakk Income Tax Services.

Ms. Morris-Francois's tax business has outgrown its current location and she is looking to relocate the business. Additionally, she is seeking training to become an IRS Enrolled Agent.

Use of Loan: Funds will be used to support the business relocation and operations for All Professional Tax Service.

New Jobs Created: 2

Business: Animal House Daycare & Boarding

Owner: Cali Randall

Number: 504-373-6640

Email: midcityanimalhouse@gmail.com



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Address: 4001 Toulouse St. New Orleans, LA 70119

Council District: A

SBAF Loan Amount: \$10,000

Industry: Pet Care Service

DBE: No

Start-up: No

Overview: Mid City Animal House began its operations in July 2011. The business provides grooming, boarding and in-house sitting services for pets. Prior to starting the business Ms. Randall earned an MBA degree at UNO during December 2010.

Use of Loan: Funds will be used to support company's operating capital for 2 new hires.

New Jobs Created: 2

Business: Blessing & Miracles Adult Day Care

Owner: Deandrea Brown and Steven Stiles

Number: 504-896-5900

Email: josieisblessed@bellsouth.net

Address: 1927 Odeon Avenue New Orleans, LA 70114

Council District: C

SBAF Loan Amount: \$20,000

Industry: Social Services-Adult Day Care

DBE: No

Start-up: Yes

Overview: Blessings and Miracles Adult Day Care was formed in March 2010, but the business is still in the start-up phase. In addition to the adult day care, Ms. Brown is also a certified CPR instructor and will offer CPR classes as part of the business model.

Use of Loan: Funds will be used for operating capital to hire 5 new employees.

New Jobs Created: 5

Business: Bodies by Pilates, LLC

Owner: Meghan C. Hays

Number: (504) 861-2173

Email: meghanchays@gmail.com

Address: 408 Calhoun St. New Orleans, LA 70118

Council District: A

SBAF Loan Amount: \$ 80,000

Industry: Health Care-Fitness

DBE: No

Start-up: No

Overview: Ms. Meghan Hays is a Tulane Law graduate (2007) that decided to pursue her passion for a career in fitness/Pilates since May 2008.

Use of Loan: Funds will be used to relocate business to a store-front location in Uptown New Orleans and hire new employees.

New Jobs Created: 3



Business: Conceptz Car Audio

Owner: Josh Dese

Number: 504-822-1266

Email: conceptzcaraudio@gmail.com

Address: 5703 Read Blvd., Suite K New Orleans, LA 70127

Council District: E

SBAF Loan Amount: \$32,700

Industry: Retail – Mobile Electronics

DBE: No

Start-up: Yes

Overview: Conceptz Car Audio, LLC was formed during November 2011 by Mr. Josh Deese. The company specializes in the sale and installation of high quality automotive audio, video, security and lighting equipment. Prior to starting Conceptz Car Audio, Mr. Deese had five (5) years of experience and was certified as an Advanced Mobile Electronics professional. He has worked as a salesman and installer for a big-box retailer and one of the city's longest standing car audio businesses.

Use of Loan: Funds will be used to purchase inventory and hire new employees.

New Jobs Created: 3

Business: Damon Rocque Securities Corp.

Owner: Carol Rocque

Number: 504-248-0064

Email: Crock70122@yahoo.com

Address: 616 Baronne St. Suite 205 New Orleans, LA 70113

Council District: B

SBAF Loan Amount: \$15,000

Industry: Professional Service – Municipal Bond Advisor

DBE: Yes

Start-up: No

Overview: Carol G. Rocque established Damon Rocque Securities Corporation on April 4, 1995 as a fully registered broker/dealer with NASD. The company specializes in servicing municipal agencies, such as the Sewerage and Water Board and the New Orleans Airport.

Use of Loan: Funds will be used for operating expenses to develop capacity.

New Jobs Created: 1

Business: FDSquared, LLC doing business as Del Fuego Taqueria

Owner: David Wright

Number: 504-894-8558

Email: David.wright@delfuegotaqueria.com

Address: 4518 Magazine Street New Orleans, LA 70115

Council District: B

SBAF Loan Amount: \$100,000

Industry: Food Service

DBE: No

Start-up: Yes

Overview: Del Fuego Taqueria is a start-up restaurant that will serve California-styled tacos, burritos and



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tortas in uptown New Orleans. The company was founded by Mr. David Wright during January 2012 with plans to open during the 4th quarter of 2013. The new restaurant will be located in a remodeled building at 4518 Magazine Street near the corner of Jena Street.

Mr. Wright has over 17 years as a cook/chef in Napa Valley, California and New Orleans.

Use of Loan: This loan request will finance kitchen and dining room equipment as well as provide start-up capital for opening the new restaurant.

New Jobs Created: 20

Business: Halo Suites Day Spa

Owner: Tamika M. Kennedy/Todd Torregano

Number: 504-218-7456

Email: tkennedy@halosuitesdaysap.com

Address: 3863 Gentilly Blvd. New Orleans, LA 70122

Council District: D

SBAF Loan Amount: \$50,000

Industry: Health Care – Day Spa/Personal Care

DBE: No

Start-up: Yes

Overview: Halo Suites provides massage, body treatments, facials and anti-aging treatments. Ms. Kennedy has been a Licensed Massage Therapist since 2007.

Use of Loan: Funds will be used to for operating capital for four employees. The loans funds will also be used to expand from 3 rooms to 6 rooms for possible subleasing to independent operators.

New Jobs Created: 4

Business: MG Electric, LLC

Owner: James A. Matthews

Number: 504- 416-0305

Email: jmathews21@cox.net

Address: 1207 Murl Street New Orleans, LA 70114

Council District: C

SBAF Loan Amount: \$60,000

Industry: Construction

DBE: No

Start-up: No

Overview: Mr. James Matthews acquired MG Electric on February 28, 2007 after working for the electrical contracting firm for over 20 years. The company provides electrical contracting services for residential and commercial clients.

Use of Loan: Loan proceeds will be used to acquire new equipment and operating capital and the hire of 2 employees.

New Jobs Created: 2

Business: Joe Blakk Income Tax Service

Owner: Joseph Francois

Number: 504-366-8500



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Email: joeblakktax@yahoo.com

Address: 3501 Holiday Drive Suite 318, New Orleans, LA 70114

Council District: C

SBAF Loan Amount: \$100,000

Industry: Professional Service-Tax Preparation

DBE: No

Start-up: Existing

Overview: Mr. Joe Francois established Joe Blakk Income Tax Service during January 2005. The company is the largest locally owned income tax service in the New Orleans area with 12 locations in New Orleans, the Westbank, Slidell, Chalmette and Boutte. The income tax service has developed a strong low-to-moderate income client base over the past eight (8) years.

Use of Loan: Loan funds will be used to assist with payroll, marketing, leasing of office space and the purchase of new software and equipment.

New Jobs Created: 4

Business: JW's Creative Solutions

Owner: Josie White

Number: 504-483-2133

Email: jwhite319@bellsouth.net

Address: 137 N. Clark St. Suite L4 New Orleans, LA 70119

Council District: B

SBAF Loan Amount: \$10,000

Industry: Social Services – Counseling, Life Coaching, Case Management

DBE: No

Start-up: Existing

Overview: JW's Creative Solutions, LLC provides mental health services to children, adolescents, couples, families and groups; and support individuals and families in addressing life transitional issues. Josie L. White is a Nationally Certified Counselor, Licensed Professional Counselor, Licensed Marriage & Family Therapist and Mediator.

Use of Loan: Loan funds will be used to support operating costs and the purchase of training material.

New Jobs Created: 0

Business: Mackie One Construction

Owner: Earl Mackie

Number: 504-821-1530

Email: ejaytfr@aol.com

Address: 4700 St. Bernard Ave. New Orleans, LA 70122

Council District: D

SBAF Loan Amount: \$50,000

Industry: Construction-General Contractor

DBE: Yes

Start-up: No

Overview: Mr. Earl Mackie formed Mackie One Construction during June 2004. The company provides roofing, gutters and siding services for commercial and residential projects. As a DBE contractor, the company is currently bidding on several large commercial roofing projects with prime contractors to rebuild schools in Orleans Parish.



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Use of Loan: Loan funds will be used to support operating costs.

New Jobs Created: 8

Business: New Orleans Design Development Manufacturer

Owner: Briana Burgau

Number: 347-515-3431

Email: brianabnola@gmail.com

Address: 3820 Elysian Fields Ave. New Orleans, LA 70122

Council District: D

SBAF Loan Amount: \$90,000

Industry: Manufacturing – Fashion Design/Manufacturing & Educational Courses

DBE: No

Start-up: Yes

Overview: New Orleans Design Development and Manufacture is a fashion incubator and manufacturing hybrid that provide clients with resources to streamline the production process and transform local manufacturing into an affordable, innovative option. The company facilities will include a fully equipped sampling room, state of the art computer lab with latest software for design and production, and classroom space. While the company is a start-up (June 2013), Ms. Burgau has been active in the fashion industry since 2004 – 1) a student at the Fashion Institute of New York (2004-2006), followed by working as a technical designer of leather handbags at Coach Leatherware, Inc. in New York (2006-2011).

Use of Loan: Loan funds will be used to acquire leather and fabric supplies and equipment.

New Jobs Created: 8

Business: Picardie Timber Frame

Owner: Christina and Juilian Worms

Number: 504-587-9194

Email: Christy@ptfnola.com

Address: 2375 Tchoupitoulas St. New Orleans, LA 70130

Council District: B

SBAF Loan Amount: \$100,000

Industry: Construction

DBE: No

Start-up: No

Overview: Christina and Julian Worms established Picarde Timber Frame on December 9, 2009. The company specializes in custom millwork and preservation for commercial and residential projects. The company is currently working as a subcontractor on a school project to restore windows, door work, stairs and railings.

Use of Loan: The company will use loan proceeds to provide working capital, materials and new woodworking equipment for current and future jobs.

New Jobs Created: 3

Business: The Robinson Group, Inc.



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Owner: Karen Robinson

Number: 504-300-9331

Email: therobinsongrp@aol.com

Address: 3000 Rabbits Street New Orleans, LA 70122

Council District: D

SBAF Loan Amount: \$26,100

Industry: Professional Service- Collection Agency

DBE: No

Start-up: No

Overview: Ms. Robinson is the owner/operator of The Robinson Group, a debt collection agency that was formed during October 2007.

Use of Loan: Funds will be used to support company's operating capital for 1 new hire.

New Jobs Created: 1

***Loan rescinded**

Business: Treme Café, LLC

Owner: Alonzo L. Knox

Number: 504-914-5614

Email: Alonzo@cafetreme.com

Address: 1622 Dumaine Street New Orleans, LA 70116

Council District: C

SBAF Loan Amount: \$100,000

Industry: Food Services- Restaurant

DBE: No

Start-up: Re-Start

Overview: Treme Café, LLC is a re-start of a coffee shop, sandwich shop, pastry and ice cream store in Faubourg Treme. The store was opened briefly during the 4th quarter of 2011 through 2012, but was closed due a split with a co-owner/landlord. Now Mr. and Mrs. Knox are looking to re-start the business at new Treme location using the same low-cost, community friendly concept.

Mr. Knox was unable to secure favorable lease terms for his restaurant and was given one year to find a new location. Mr. Knox's loan was subsequently not deployed and since been rescinded. He has been invited to apply again in Round 3.

Use of Loan: This request will finance equipment and provide working capital to start operating.

New Jobs Created: 1